

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Brammo Motorsports LLC

Oregon Manufacturing Extension Partnership

Brammo Motorsports LLC Takes New Product to Market

Client Profile:

Brammo Motorsports LLC, located in Ashland, Oregon, is a premier specialty vehicle manufacturer developing sustainable performance products for the next generation of transportation. Brammo has developed the Enertia motorcycle, an urban commuter bike that exceeds 50mph and 40 miles on a single 3-hour charge. Established in 2002, the privately-held company employs 25 people.

Situation:

Brammo had to develop a production process capable of meeting demand for their new Enertia motorcycle. The company had a few working prototypes, but had little infrastructure or internal capabilities to support manufacturing. Brammo approached the Oregon Manufacturing Extension Partnership (OMEP), a NIST MEP network affiliate, for assistance in setting up their new production process using Lean and sustainable manufacturing technologies and methods.

Solution:

OMEP assisted Brammo in meeting their delivery targets by providing project management and engineering expertise. A team of OMEP consultants were engaged to provide 1) training and supplemental staffing needs for production and manufacturing engineering work, 2) training programs and materials for new workforce recruits to assure that the workforce understood Lean concepts and worked cohesively towards standard objectives; and 3) project management support to foster a cohesive effort between design engineering and the emerging production group to identify and solve manufacturability issues. OMEP successfully instituted weekly reviews to begin identifying and dealing with the transition from design to manufacturing. Brammo design engineers fully supported the efforts and within a short time a systematic approach was in place. Several issues were highlighted and resources dedicated to resolving design and manufacturability questions. OMEP consultants worked together with the company's assembly technician to design the assembly line process and layout, and helped develop a training program for new employees.

With OMEP's assistance, Brammo took a new idea, the electric motorcycle, into mass production. The new product is poised to come off the line and will be test marketed at Best Buy retail stores on the West Coast. When the project was completed, Brammo had hired 35 new employees as part of the production team for the new motorcycle. The Enertia has been featured in many national news magazines such as The Week, Fast Company, and Wired where it was selected as one of Wired Magazine's "Top 10" Product launches of 2008! A video of Brammo announcing the Enertia electric motorcycle has already received more than 55,000 views on YouTube.

Results:

* Created 35 new jobs.

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- * Selected as number 1 of Wired Magazine's top 10 product launches of 2008
- * Achieved a more competitive and profitable position.

Testimonial:

"As a young and growing company committed to a Lean culture, we are thankful to have a resource like OMEP. They have helped us get the ball rolling but more importantly, keep continuous improvement in many levels of the organization."

Craig Bramscher, CEO